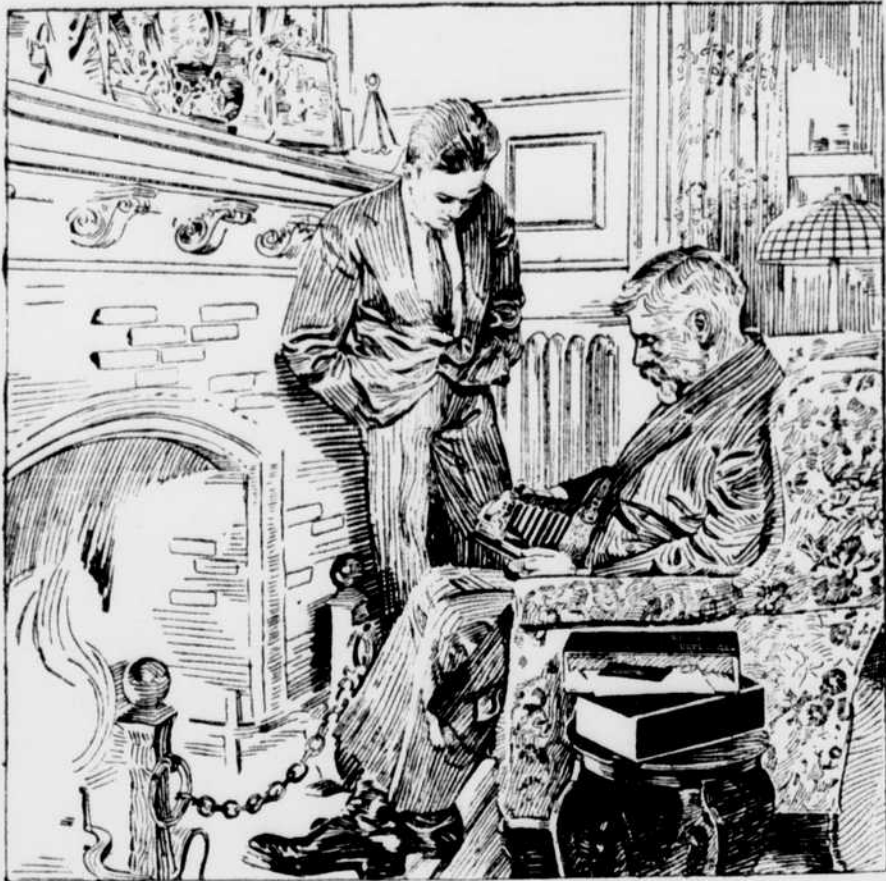


LET *The Rexall Store* HELP YOU MAKE YOUR SELECTIONS



The Always Welcome Gift A KODAK

The gift that keeps the picture story of every youthful interest—School days and sports, the winter and summer outings, the city boy's trip to the country and the country boy's trip to the city. In all these there is fun in the picture taking and afterwards both fun and satisfaction in possession.

Our Christmas Stock of Kodaks and Brownies is particularly complete. Let us show you.

Gift Suggestions:

REMEMBRANCE

Symphony Lawn STATIONERY

—stylish, of best quality, exquisite in finish and goodness.

Here is a perfect gift, one that will give pleasure and be useful for months to come.

Symphony Lawn is correct from a fashionable viewpoint. Your use of it stamps you as one who possesses refinement and good taste.

You may have Symphony in clear, pure white or in the following tints:

Twilight Gray,
Shell Pink,
Old Lavender,
Sulf Green,
Boudoir Blue,
Champagne

Costs you from 50c to \$7.50 according to quantity in box and style of border you select.

Practical Gifts

Toilet Sets

Parisian Ivory, Nickel and Sterling Silver,
\$2.50 to 15.00.

Manicure Sets in leatherette and genuine leather cases, fittings furnished with French Ivory, Pearl, Nickel, Silver and Ebony handles.

\$1.75 to 11.50.

Military Sets,
\$1.50 to 5.00

Thermos Bottles,
\$1.75 to 2.75

For Boys---

Books, such as Boy Scout Series, The Submarine Boys, Moving Picture Boy's Series, Cow Boy Suits, Mechanical Toys and games of all kinds.

For Girls---

Character Dolls, Tea Sets, Books, Doll Furniture, Etc.

We have the following Standard Candies, in beautiful Christmas boxes---

NORRIS, LIGGETTS and GUTH'S

25c to \$10.00.

For Her

or

For Him, a

KODAK

Did you ever see anyone who is not interested in pictures—especially pictures of his own friends and family and the pleasant incidents of life?

When you give a Kodak, you give the means of making such pictures easily, surely and successfully, for the few operations necessary for making pictures the Kodak way are so easy and clear that they can be readily understood, even by a schoolboy.

PRICES RUN FROM \$1.50 TO \$32.50.

Our store is full of Christmas suggestions this year. Come in and let us help you with your selections. No trouble to show goods and not the slightest obligation on your part to buy.



Guthrie Drug Store,

The Rexall Store

Prescott, Arkansas

Are You a Woman?

Take Cardui

The Woman's Tonic

FOR SALE AT ALL DRUGGISTS

McCALL'S MAGAZINE



WOMEN

Love This Magazine

McCALL'S is the Fashion Guide and House-keeping Helper of more women than any other magazine in the world. All the latest styles every month; also delightful stories that entertain, and special departments in cooking, home dressing, fancy work, etc., that lighten housework and save money. Price, only 50c a year, with one celebrated McCall Dress Pattern FREE.

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2. A FREE Copy of McCALL'S fine 44-page PRESENT CATALOGUE, or
3. McCALL'S \$100.00 Prize Offer to Every CHURCH.
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LIST OF PREMIUMS



FREE

FREE

TRADE MORAL—The quality of what you have to sell is known to some people all of the time and all of the people some of the time, but advertise regularly with us and you'll reach all of the people all of the time.

OBJECTS OF CHARITY

Space and copies of his paper go to make up the newspaper man's stock in trade. These two are all that he has to offer for sale to the public, and no one has as yet given any sort of satisfactory reasons why he should ever be asked by anyone to donate them.

One thing newspaper people will never be able to understand is why any person will walk into a newspaper office and make himself or herself an object of charity and insist upon what they would disdain to ask for in any other shop or place of business in the town. The principle is the same in the newspaper office as in the dry goods store, the grocery, the drug store, and what a great many people need is to recognize it as the same and get off the newspaper list.

Advertising space in the newspaper is for sale, not to give away. It has a certain value in itself that makes it worth money. Copies of the newspaper are for sale—not to give away. If they are worth having, they are worth the exceedingly small price asked for them.

The public, or at least a large portion of it, has some very erroneous ideas about these matters, and it is but just to the newspaper folk that their ideas be corrected in accordance with the same business principles that prevail in all other business establishments.

In a vast majority of cases this generous charity on the part of the newspapers is blissfully taken for granted, and the paper's liberality is abused. That which is purely a favor is accepted as a matter of course, and what should be requests are couched demands.

When the courtesy has been performed there is rarely appreciation and more oft dissatisfaction—generally silence.

The result in many other towns and cities is that a ban has been put upon all free publicity, no matter what its object—even upon church notices. In these cities such favors as the press bestows are properly appreciated and valued.—The Fourth Estate.

"SAY HELLO!"

When you see a friend in woe, talk right up and say, "Hello!" Say, "Old Brother, how'd' ye do; how's the world a usin' you?" Waltz right up, and don't be slow, laugh and shake and say "Hello!" Slap the brother on the back; bring your hand down with a whack. His clothes are poor—makes no show, never mind, just say "Hello!" That home-spun shirt may conceal a great strong heart, true as steel; that old coat and shabby vest cuts no ice, but do your best to make him happy here on earth and to feel that he's of worth. Don't you know that such a chap has every day his sure mishap? All he needs is hearty cheer to make him happy while he's here. Don't let him think that the earth was dead against him since his birth. Crack his shell, draw him out; don't let him whine, sulk or pout. Make him tell you all the woes of his heart before he goes. Don't tell him he's a chump but tell him to get up and hump; tell him not to be so slow, but get around and say "Hello!" I'm alive, what can I do to help myself, as well as you? Do not wait until he's dead to strew bouquets around head. Nice words spoken are out of place, if not said before his face. Make him see that you're his friend, and will stay such to the end. Yes, tell him now, though he's rough: "Why old brother, you're just the stuff this world needs to make it go; now brace up and cry, "Hello!" There are plenty such about,

that are worth the digging out. In this way you surely can make him feel that he's a man. He will always think of you as his best friend, tried and true. In the future you will know what good it does to say "Hello!"

SAVE YOUR SEED

How many Arkansas farmers have saved their seed corn, their cotton seed, their own seed, soy beans, peanuts, sorghums? If one farmer who reads this has not saved seed for next spring, let him get busy and get his seed put away. A farmer who has to buy seed next spring will deserve the criticism of all good farmers. Take the poll of a township of your school district and see if one farmer has neglected his duty and then pray for him, then pray with him and if that won't bring him, "duck" him is the suggestion of the Extension Division of the College of Agriculture and Department of Agriculture.

THE EDITOR AND YOU

Did you ever stop to consider the different treatment accorded you by the editor and that you accord him? If he should knock your business through the columns of his paper you would hold a grudge against him to his grave and as time rolled by it would grow in size until you would find it as hard to roll as a baby elephant soaked in grease.

Now, such is the case with the editor. He hears that you have ridiculed and run down the paper, that you tell people on the streets that it could not come into your homes, and then you tell him your daughter has graduated. He praises her to the skies, says she is the pride of the community, the smartest thing on earth and that her parents have just cause to be proud of her. You can mark

your paper "refused"—stick it back in the post office and boast of it to your associates, humiliating him if you can, but if your son gets into trouble or your daughter misbehaves in church or elsewhere, rather than hurt your feelings he suppresses everything connected with the unfortunate case, at the risk of being called a numb skull who can never get hold of the news. He hears your denunciation, feels the sting of it all, and sometimes suffers financial loss as a consequence, but he never uses the columns of his paper to "get even." On the other hand, if you have anything to boost, he will boost it for you; if honors come your way he takes pride in heralding it out, and if death invades your home he will go to the bottom of his heart for tender sympathy and condolence for those left to mourn. You might sometime think of these things while endeavoring by word or deed to belittle the editor and his usefulness in the community. You might put a higher polish on your christianity by following the editor's example.

—Lake City Democrat.

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